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MEMBER NEWS

Innovia adds NatureFlex NK Matt

Innovia Films has added NatureFlex NK Matt to its range of compostable cellulose-based packaging films, and which it has developed primarily as a lamination grade and to offer a premium natural paper appearance.

NatureFlex is a range of specialty packaging films developed by Innovia Films to offer packaging material options that give strong environmental support towards increasing consumer demand for more environmentally friendly packaging. These bio-films are based strongly on renewable resources (wood-pulp from managed plantations) and are certified to the European (EN13432), American (ASTM D6400) and Australian (AS4736) norms for compostable packaging. In addition, the majority of grades have been certified by Vinçotte to the OK Compost Home standard for home composting and certain grades have been proven to biodegrade in a waste-water environment. Further testing has proven that most NatureFlex grades are also suitable for anaerobic digestion.

Innovia Films said NatureFlex NK 'pushes the technical properties of NatureFlex even further', offering

the highest moisture barrier available from a transparent compostable and renewable flexible packaging film, and has been formulated to provide enhanced moisture barrier by the addition of a unique coating.

NatureFlex NK Matt is made of 97 percent renewable content (ASTM D6866 Carbon Testing) and meets the EN 13432 and ASTM D6400 composting norms.

The NatureFlex NK family of films already includes NatureFlex NK (clear), NatureFlex NKM and NKME (metallized) and NatureFlex NK White (solid white).

Innovia Films said these products, along with NatureFlex NK Matt, provide an excellent barrier to gases, aromas and mineral oils.

Innovia Films said NatureFlex NK Matt is ideal as the outer web of duplex and triplex structures, and is suitable for use in laminations to other bio-polymers (including grades of NatureFlex) and for extrusion coating. It also offers inherent dead-fold, anti-static properties, printability and resistance to grease.

'The natural look and sleek feel of NatureFlex NK Matt in your pack enables your product to grab the attention of consumers on a crowded shelf,' Innovia Films said in announcing NatureFlex NK Matt, while Clare McKeown, Innovia Films' market manager, added: 'Compostable and renewable NatureFlex NK Matt offers manufacturers of natural and organic goods a way to align their packaging message with the spirit of their product marketing at point of sale. If you are looking for a tactile quality pack with sustainable credentials, NatureFlex NK Matt is the answer.'

Organic and Fairtrade companies are already trialling NatureFlex NK Matt for products in the confectionery, dry foods, snacks and beverage sectors.

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